

## Lexis® InterAction®

Transforming relationship management  
and business development for law firms



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What is your law firm doing about business development?

Are you carrying on as before? Or looking to respond to the growing pressures that make it more difficult to win and retain business?

If you carry on as before, you might find it challenging. In the face of increasingly demanding and cost-conscious clients, and greater competition from new entrants, you're probably being asked to bid for work that used to come your way automatically. You're likely working harder to win new business, and perhaps bidding for lower-profit deals.

This usually means asking legal professionals to spend more time attending events, trying to get in front of targets, and responding to RFPs. Which in turn equates to less time on billable work.

Perhaps this would be acceptable (just) if you were winning everything you're going after. But if you're like most firms, you're not winning nearly as many bids as you want.

The challenge in a nutshell

Despite a commitment to business development and more engagement activity, much of it is in pursuit of business that never materialises. And without knowing which activity is wasted and which is working, it's impossible to do better.

Traditional CRM solutions can't help. They aren't designed to provide insight into the factors that really matter in the legal sector: the number and strength of one-on-one personal relationships, or the success rate of different forms of marketing, business development and relationship-building activity.

Enter Lexis® InterAction®

By contrast, InterAction is designed to simplify, improve, even automate key aspects of relationship management and business development for law firms. It's the only fully comprehensive tool wholly designed for the legal sector, to help you:

- **Identify your best prospects**, whether among new or existing clients. So you can minimise the time legal professionals spend on non-billable work and make every second of networking and tendering count.
- **Coordinate knowledge and efforts firm-wide**, so that clients receive the best levels of service possible.
- **Understand what approaches work best**, so you can optimise your business development activities, close more deals and drive profitable growth.

InterAction provides client intelligence, allows client engagement and flags buyer behaviour. ... We can break down data to understand different aspects of client engagement, ... we can quantify the contribution that client-related intelligence is making to the business."

Rosie Le Gros,  
Business Development Director,  
Kennedys Law LLP





# What's holding you back?

InterAction works for law firms because our long-standing focus on the legal sector gives us a solid understanding of the way you operate and the challenges you face, enabling us to design solutions that make a real difference.

## Is your identification of good prospects mainly guesswork?

InterAction could be your answer if:

- You have no easy way to find out who, or how many, in your firm know a client - or how well.
- You're concerned about the quality of contact data.
- You're squandering resource chasing the wrong leads (or suspect that you may be, but don't know for sure).

InterAction gives your firm a unique relationship intelligence asset that draws data from systems as diverse as email, billing, HR and practice management. The mining of email signatures, in particular, is key to improving data quality (because they tend to be a rich and accurate source of contact data).

More importantly, InterAction turns this data into relationship strength scores and makes visible other meaningful information about the relationships between your firm and its clients. You'll understand better which contacts are most likely to yield success, without having to manually pull together disparate sources of information or rely on unfocused engagement with legal professionals that may feel to them like a waste of time.

## Is the firm not pulling together effectively for business development?

InterAction could be your answer if:

- Legal professionals are reluctant to share information and contacts.
- There's a real risk that legal professionals, or their support staff, will reach out to clients in ignorance of other activity between your firm and the client.
- Business development efforts are managed by different teams and are mostly reactive, with no way to coordinate a consistent process or get an overall view of where effort should be focused.

InterAction automatically synchronises contact and business intelligence from across the firm, and gives you the tools to use this insight to effectively coordinate action. You can track pursuits, panels, leads and opportunities and develop consistent business development processes. You can push information to legal professionals, for example to alert them of events, interactions and meetings with clients they know.

The visibility provided usually goes a long way to breaking down cultural barriers to sharing. A big part of this is that InterAction lets you give legal professionals full choice and control over what to share, so they can protect privacy and privilege.

*InterAction is trusted by close to 60% of top-100 UK firms and 75% of top-100 global firms.*

## Are you unable to identify what strategies and tactics work?

InterAction could be your answer if:

- Your choice of marketing activities has no basis other than 'it's what we do' or 'it's something to do' - rather than: 'we can prove that this works'.
- Pursuing new business is taking up too much legal professional time, or costing too much relative to the value of business earned.
- Everything is a priority: there's no way to target time, effort and resources.

InterAction gives you analytical models and tools to assess your development activities and correlate activity with results. You can link pursuits with opportunities, drill down into wins and losses, measure and understand outcomes and ROI. You can see which people, practice areas or offices are performing well (or not) and what they're doing.

## Everyone benefits

- **Employees, especially legal professionals,** can focus on their core jobs and enjoy the rewards of effective business development. [See page 6 for more on how InterAction benefits employees.](#)
- **Business developers, financial managers, and managing partners** will control business development costs, drive growth more effectively and improve profitability. [See page 8 for more on how InterAction benefits the whole firm.](#)
- **Clients** can see and judge you at your best. [See page 10 for more on how InterAction benefits clients.](#)



## Simplify life for legal professionals and support

**InterAction is designed to simplify relationship management and make every client contact count.**

By doing so it resolves the tension at the heart of business development in the legal sector: your salesforce are your legal professionals, yet you can't afford for business development to cut into billable hours. Nor do most legal professionals want to be selling rather than earning. They certainly don't want to be managing the process of selling.

### Working as one firm

Our experience is that a good deployment of InterAction goes a long way towards breaking down barriers to sharing, as legal professionals see the controls that protect them and the benefits of greater insight.

The more people share, the richer the information about clients and contacts that the system holds, and the more useful it becomes. The more useful it becomes, the more people buy into sharing - creating a positive, reinforcing circle that ultimately helps you to deliver a superior service to clients.

### Greater effectiveness, faster time to results

The information delivered by InterAction make legal professionals more informed, therefore more effective, when speaking to contacts. The mobile version is particularly useful if meeting a new contact at an event, since it can be used to access the firm's collective knowledge about the contact or their organisation.

With the firm's marketers or business development managers using InterAction to the full, there should also be less call on legal professionals' time for formal business development activities. If they are asked to organise or attend an event, reach out to a contact or prospect, or contribute to a bid response, it will be because there is good reason to believe that their efforts will bear success.

### Greater efficiency with full privacy

InterAction takes the effort out of maintaining accurate contact data and staying informed about exchanges with contacts.

The system can automatically use email signatures to update contact information, and the mobile version can scan and add business cards. Most usefully, legal professionals can see information about their contacts directly in Outlook, so they know (for example) if a colleague is communicating with a contact, or how a contact is responding to content delivered by the marketing team.

Legal professionals have highly flexible control over which contacts to share with the system, what information about shared contacts to reveal, and whether to review and approve any changes that have been captured elsewhere in the firm. They know that privacy and privilege are fully protected, and that information they see has been willingly shared by colleagues.

## Kennedys gets buy-in from employees and clients alike



**Kennedys' experience with InterAction began in the UK, where the business development team had come to recognise that they had to move beyond conceiving of CRM as 'creating a database repository' or as purely a support for marketing.**

With a clear vision of how they wanted InterAction to support practice area business development and the firm's growth agenda, it took just 24 months to get all legal professionals and partners in the UK to actively use it.

"Interestingly," says Business Development Director Rosie Le Gros, "since legal professionals have been using InterAction the push for making InterAction available across offices is coming from them."

As a result, the company extended its use to Hong Kong, with plans to continue deployment to other countries in support of international client initiatives.

InterAction has also given Kennedys tighter control over its client data, which has been rationalised and segmented to support more targeted communications. As a result, readership rates have increased substantially.

The firm even introduced client self-service verification, asking clients to update their own details.

"Our response rate to this request has been much higher than we expected and some of our interest folders have tripled with subscriptions," says Le Gros.



# Grow the firm profitably

In giving you the tools to record, track and analyse relationships and business development activity, Lexis InterAction gives you the insight and control to manage business development for greater profitability and growth.

## Greater insight

At every turn InterAction puts trustworthy, useful intelligence at your fingertips.

It will automatically discover contacts you weren't aware of and score the strength of relationships. You can integrate it with other systems such as billing, practice management or HR, and create a single record with the richest set of information for each contact. You can keep track of firm alumni - often a useful source of opportunity - in addition to clients.

Knowing who is best to target and when they're likely to be receptive, you can then use InterAction's engagement insight to identify the marketing and business development activities likely to pay off for them.

## Greater agility

All of which makes you more responsive to clients, and more able to adapt your strategies and tactics to achieve the firm's growth and profitability objectives.

With InterAction it will matter less if rain makers' leave, and you'll be able to make more of the relationships brought by new joiners. As you grow and change, InterAction will scale with you. And in good times and bad, you'll be able to deepen client engagement and maximise client lifetime value.

## Greater control

InterAction gives you tools to develop and enforce business development processes, and to cleanse, de-duplicate and control contact data.

Then there's the control that comes with insight.

When you know what works and what doesn't, you can invest in the right things and avoid spending money on bids or activities that are less likely to yield results. When you can track the changing strength of relationships, you can identify potential risks and act to develop new relationships that protect business. When you can see who in the firm knows whom, and who is good at developing strong relationships, you can make informed decisions about who can best protect a relationship if you lose a key team member, or who is best to lead the effort to land a new client.



# DWF sees strategic focus as a cultural change to build on



When DWF first adopted Lexis InterAction, the firm was thinking in terms of CRM. It wanted a tool to help the marketing department build a central contact database and support client communication programmes.

Today InterAction certainly underpins all marketing activities and relationship programmes in the firm. But DWF has also realised that the system's true value lies in using it as a business information and management system. The firm uses it to record, analyse and assess the frequency of partner engagement with clients; track the value of opportunities; 'slice and dice' revenue forecasts by practice group, products, and client partner teams; and manage bid conversion programmes.

"InterAction has now become an important management and reporting tool for us," says Jez Mann, DWF's CRM Manager. "Reports generated from InterAction are used

extensively to support business decisions; and intelligence from InterAction is reviewed at Executive Board meetings."

The firm has found that as it uses InterAction as a serious, strategic management tool the results speak for themselves, and organisational buy-in happens naturally.

"Incremental new ways of doing things instinctively, irreversibly transforms the culture of the organisation," says Mann. "It's not something that happens overnight. It's an evolutionary process."



# Let clients judge you at your best

With a more efficient and coordinated approach to managing client relationships and pursuing business, you'll put your best foot forward to both existing and potential clients. Ultimately, Lexis InterAction lets you make a better impression.

## Focused cohesiveness

Every firm has its embarrassing stories about a new lawyer calling a contact without realising she's already a client of the firm; or of one office trying to sell a service that a different office is already providing to a client; or, even worse, one office pitching against another.

InterAction ensures that clients never feel frustrated by multiple, uncoordinated approaches. Instead they'll be impressed by cohesive action, achieved by centralising information about client relationships and client-facing activities, by keeping fee earners and support staff informed about what's happening (in easy, automated ways), and by developing standardised processes for client outreach and business development that can be consistently applied.

## Real client-centricity

There's a big difference between claiming to be client-centric and actually working in client-centric ways - and clients know the difference. With the visibility delivered by InterAction, each client exchange can acknowledge prior client activity and draw on knowledge of the client held by others. This applies equally to business development specialists, marketers, legal professionals and relevant support staff, because all have access to role-appropriate information held in InterAction.

As well as being more cohesive, therefore, your client interactions will be more targeted, designed to add value to the relationship and avoid wasting anyone's time.

## Responsiveness

It's all too easy for a strong relationship with a client to weaken as people leave your firm or focus more on new relationships; or when there are changes in the client's organisation. Because InterAction is continually and automatically monitoring and scoring the nature and strength of relationships, you'll catch changes early and be able to respond effectively to keep relationships strong and active.

For clients this means you come across as interested and responsive, rather than indifferent and sluggish. For you it translates into retained business. A LexisNexis study reveals that client retention rates reach 90% when five or more partners are actively engaged with a client. InterAction helps you achieve and maintain that level of engagement.

*90% retention is achieved when 5 or more partners are actively engaged with a client.*



# The company that brings you InterAction

LexisNexis Enterprise Solutions is the software solutions arm of LexisNexis UK. We have one of the largest software teams dedicated to the legal sector in the UK, developing software that law firms want to use because it's designed around the way they work.

## Business development maturity model

Besides InterAction itself, you can take advantage of the LexisNexis business development maturity model. We'll assess your existing business development processes and strategies, see how you compare with other firms, and provide advice on how to refine and improve what you're doing.

Contact us if you'd like to know more.

*More than 50% of the top 250 UK law firms use our technology and close to 60% of the top 100 UK firms use InterAction.*



## Contact Us >

**Lexis**®InterAction®

### For more information

To find out more about **LexisNexis InterAction** and to discuss your company's specific business requirements, please visit [www.lexisnexis-es.co.uk](http://www.lexisnexis-es.co.uk), e-mail [salesinfo@lexisnexis.co.uk](mailto:salesinfo@lexisnexis.co.uk) or call **+44 (0) 1132 262065** to speak to a LexisNexis Enterprise Solutions consultant.



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